



Woman's Day

*Media Kit
2025*

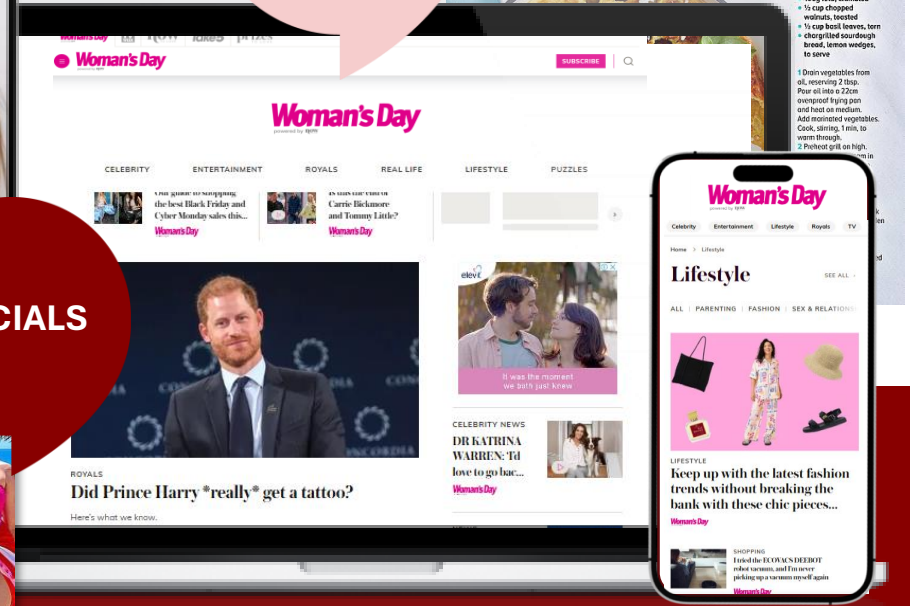
FROM a print-led
entertainment brand...



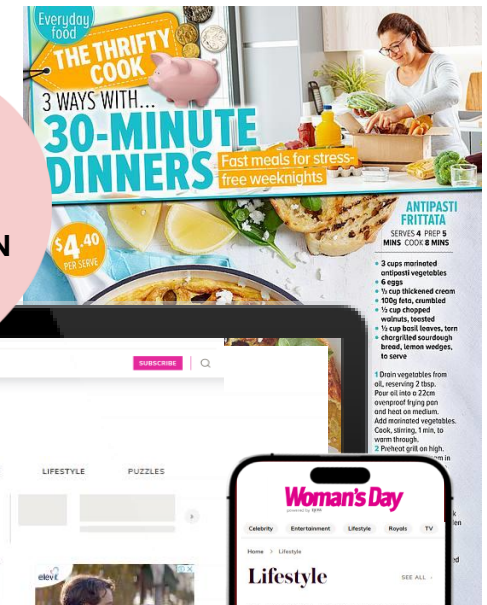
EVENTS



SOCIALS



DEDICATED
DIGITAL
DESTINATION



TO an omnichannel lifestyle brand

Australia's *highest selling* *weekly* *omnichannel* magazine brand

3.4M
TOUCH-
POINTS

1.3M
UAs EVERY
MONTH

1.6M
SOCIAL
FOLLOWERS



Woman's Day
powered by RGM

*ROY MORGAN SEPT 2024

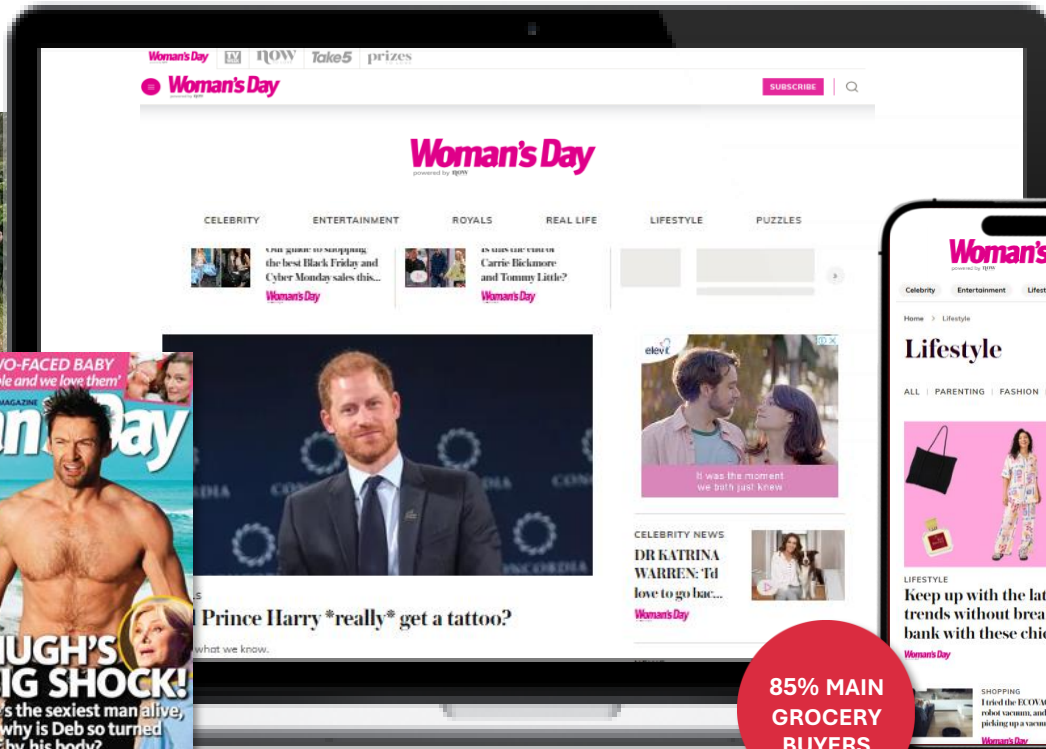
REACHING **829k** AUSTRALIANS EACH WEEK



HEALTH
CONSCIOUS



TRAVELLERS



85% MAIN
GROCERY
BUYERS



FASHIONABLE



FOODIES

74% love to eat healthy
but don't want to
compromise on taste

75% went on a holiday in
the last year

*The authority on Royals, Celebrity and Entertainment –
underpinned by all things fashion, food, health and beauty.*

81% enjoy food from
all over the world

81% enjoy food from
all over the world

RECIPES | TIPS AND TRICKS | REAL LIFE STORIES | PRODUCT REVIEWS | PUZZLES

Woman's Day
powered by RGM

*ROY MORGAN SEPT 2024



She's....

A SHARER

79% will always share about the things they try

ADVENTUROUS

78% look to seize the day and live a full life (83% like to take holidays within Australia)

FAMILY FIRST

89% think meals are an important way to connect with family

Woman's Day

*ROY MORGAN SEPT 2024

SUPPORTED BY A NETWORK OF OVER
15M *touchpoints*



Woman's Day



**New
Idea**



Take5



Who



**TV
WEEK**



that's life!

OUR AUDIENCE SPENDS

\$1.4B

in the last four weeks on fashion,
lifestyle, travel, entertainment,
beauty and health

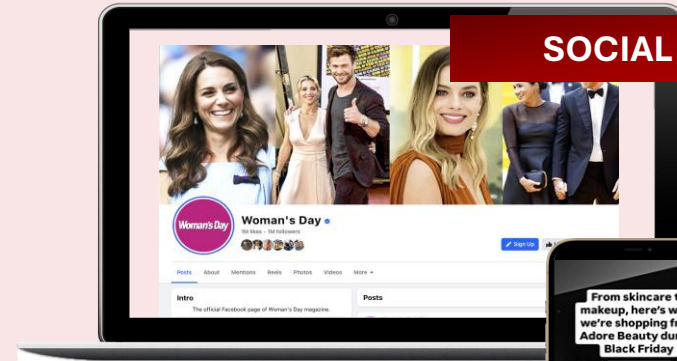


*ROY MORGAN SEPT 2024



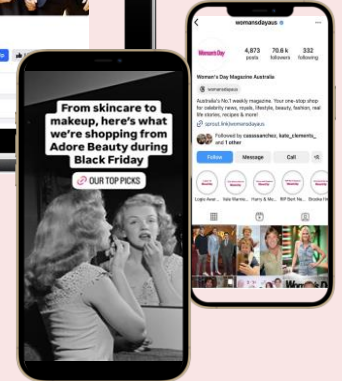
DIGITAL

Unique Audience: 1,281,682
Page Views: 1,281,681
Average Dwell Time:
 2.31 minutes



SOCIAL

Facebook: 1,000,000 likes
Instagram: 65,400 followers
Twitter: 12,100 followers



Woman's Day

3.45M TOUCHPOINTS

Australian's #1 weekly
 Omnichannel magazine
 brand



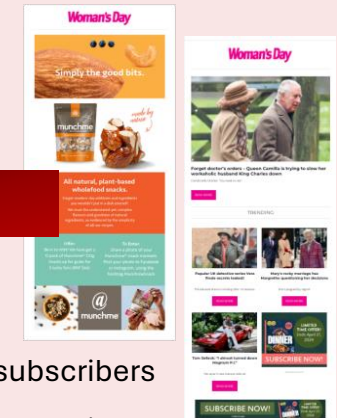
PRINT

Masthead Readership: 792,000

EVENTS & ACTIVATIONS



EDMS



Newsletter: 19,900 subscribers
Solus: 24,600 subscribers

Editorial and Content *Pillars*



FASHION



ENTERTAINMENT



HEALTH & WELLNESS



FOOD



BEAUTY



TRAVEL

“I just love to grab a cup of tea, a magazine, and like, that’s my time to just have a little read and relax’

WOMANS DAY READER

Making the Australian Woman’s Day

As women are increasingly feeling the pressure around time, family and home, Woman’s Day maintains its role in *making her feel relaxed, reconnected and informed.*

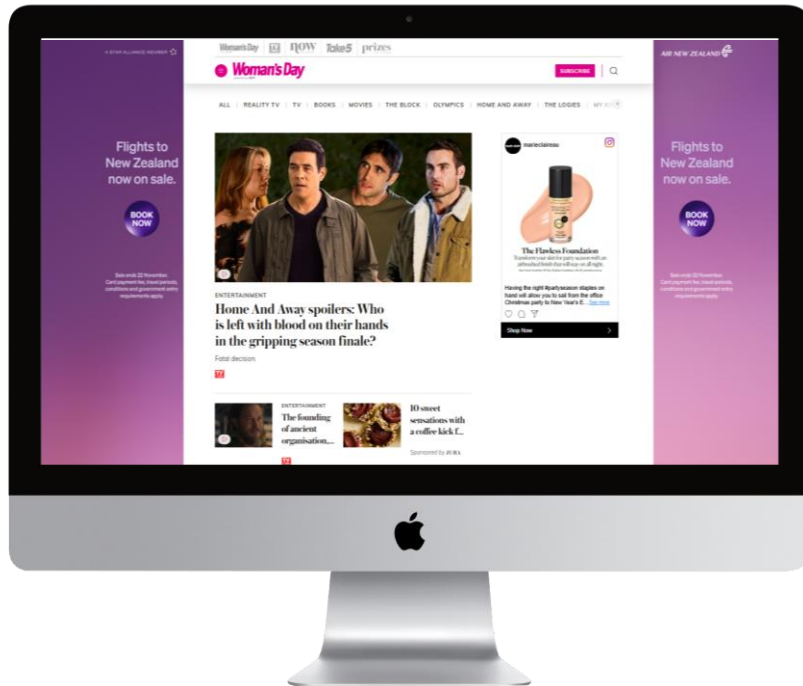
There is no one size fits all response for the enduring success of Woman’s Day, *no matter who she is or what her passions and interests are* – we are there in her home and heart every week.



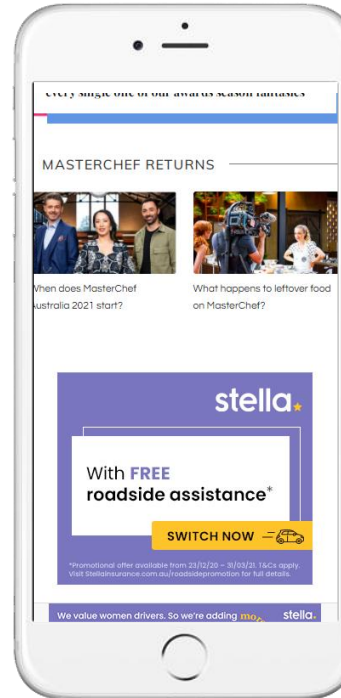
advertising **OPPORTUNITIES**

driving intention through connection

DRIVING AWARENESS | *Examples*



SPONSORSHIP



ROADBLOCK

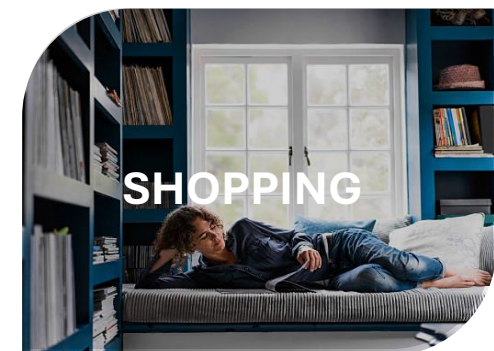
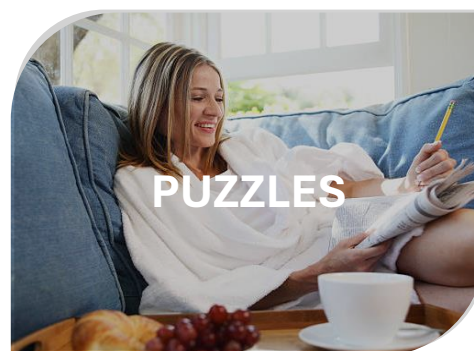
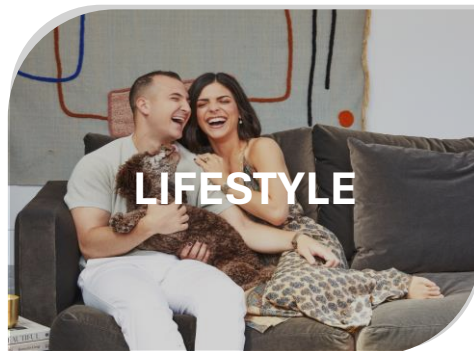
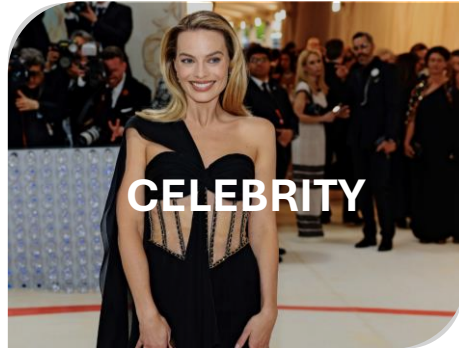


VIDEO AMPLIFICATION

AWARENESS

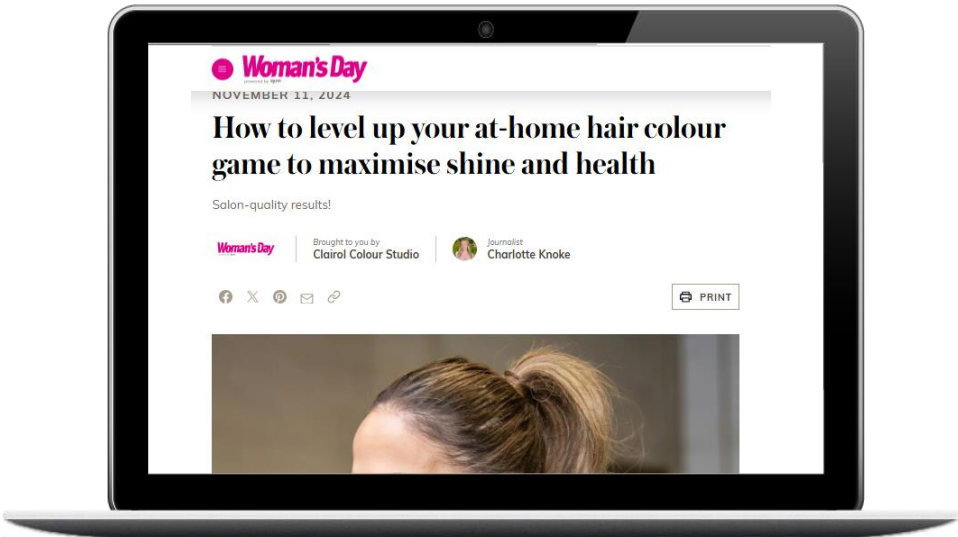
WEBSITE VERTICALS

CENTRED AROUND OUR MOST POPULAR CONTENT CATEGORIES – AVAILABLE FOR SPONSORSHIP AND AUDIENCE TARGETING

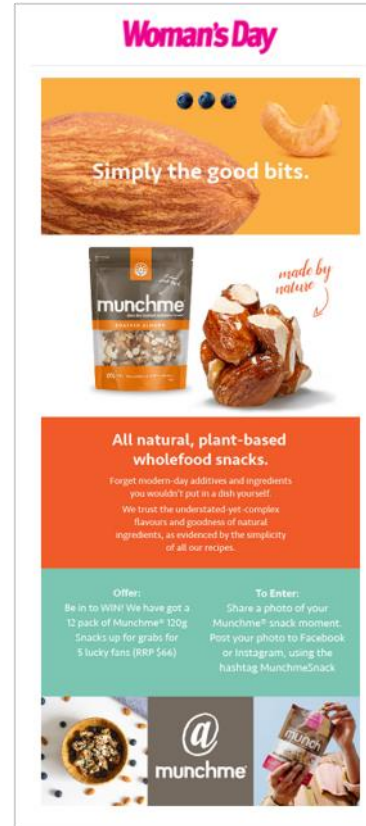


If the environment doesn't exist, we can create it

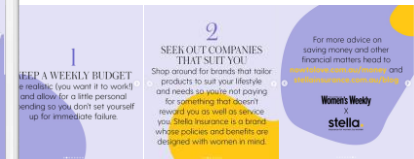
UNDERSTANDING & BUY-IN | *Examples*



EDITORIAL, ADVERTORIAL &
NATIVE ARTICLES



SOLUS EDM



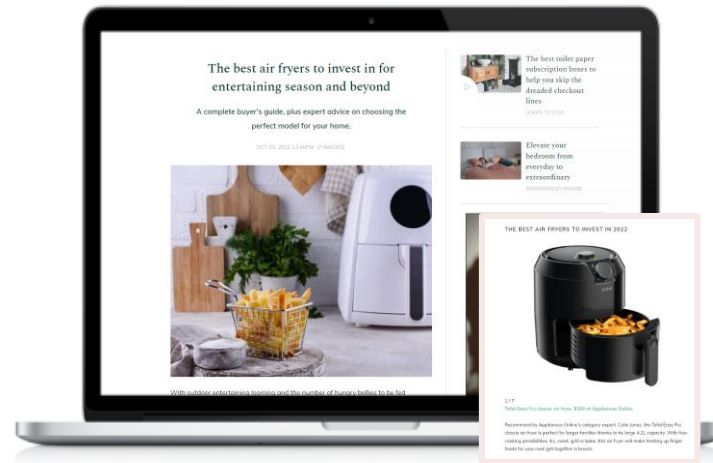
INSTAZINE

UNDERSTANDING AND BUY-IN

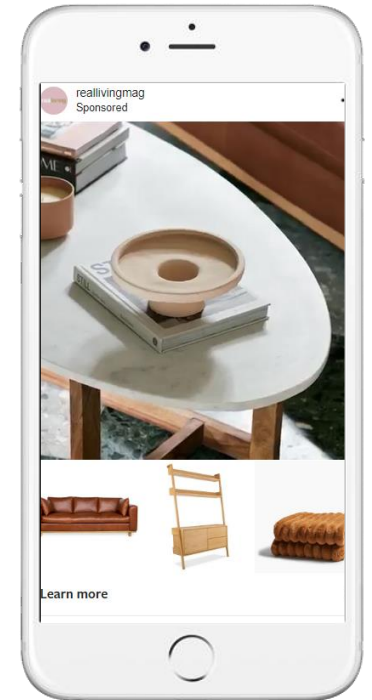
DOWN THE FUNNEL | *Examples*



SHOP THE LOOK



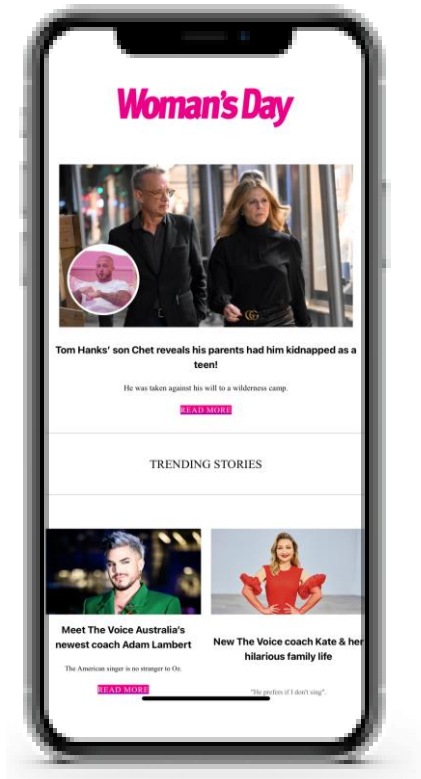
AFFILIATE LINKS



SHOPPABLE SOCIAL

SHOPPABLE FORMATS

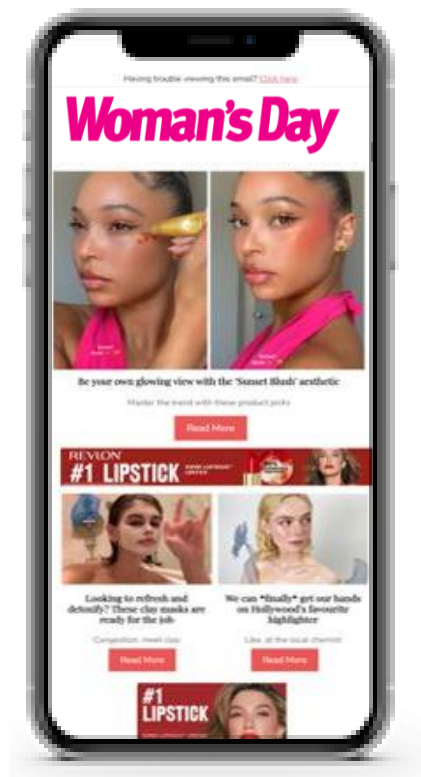
DOWN THE FUNNEL | *Examples*



MREC & DRIVERS IN ENEWSLETTER



SOLUS



CUSTOM EDM'S

EMAIL OPPORTUNITIES

PRINT CONTENT CREATION | Examples



A new free national heart health awareness screening program at Priceline is giving every Australian the opportunity to test themselves.

The passing of Shane Warne sparked both an outpouring of grief for a sporting legend and greater public interest in heart disease and heart attacks.

In a fantastic new national health initiative, the Shane Warne Legacy Heart Test is a free national heart health awareness and screening program available at Priceline S&A Health Stations. The initiative seeks to reduce the risk of cardiovascular disease in Australia over the next 10 years and save hundreds of thousands of lives through increased heart health awareness, blood pressure measurement at scale and effective signposting to GPs.

Why test?

High blood pressure is the leading global preventable risk factor for cardiovascular disease. "Hypertension" is the diagnosed

condition of someone with high blood pressure. In Australia cardiovascular disease is responsible for one in four deaths.*

How to test

The free four-minute self-serve medical-grade heart test, with a specific focus on cardiovascular health awareness and risk, is available in over

Why does knowing your numbers matter?

Taking a proactive approach to understanding your heart health is the best way to manage your risk of cardiovascular disease, especially when there's a free, quick test at your fingertips.

THE SHANE WARNE LEGACY HEART TEST

The test measures blood pressure, heart rate, height, weight, body mass index (BMI) and body composition. Measurements from the test can be viewed on the Health Station screen during the test and immediately afterwards on the S&A Health mobile app. You will receive a Heart Age estimate and a recommendation to speak to your GP if your measurements are high.



Scan the QR code to find a S&A Health Station at your nearest Priceline.



SHOP IT



*Key Statistics: Cardiovascular Disease, Heart Foundation.

Always follow the directions for use.



Share your journey with the mind and health team.

Starting a food journal could set you on the right track.

Remember those new muscles will make you more efficient at burning energy in the long run. Instead of worrying about the scales, focus on how your clothes fit instead.

This is often done with the support of a dietitian and may involve a number of approaches including dietary changes. "It's often basically eating a bit more and teaching the body to burn again," she says.

strict keto or strict low-calorie diets, meal replacements or very low carbs for a long period of time. Basically the muscle has become inefficient in burning," Sasse explains.

When pain strikes, it can help to know relief is at hand. Luckily Chemists' Own Ibuprofen + Paracetamol Duo is formulated to provide temporary relief for acute pain and inflammation.

For more information, ask your pharmacist about this product. Always read the label and follow the directions for use. Incorrect use could be harmful.

Chemists' Own Ibuprofen + Paracetamol Duo \$5.45

DOUBLE ACTION

When pain strikes, it can help to know relief is at hand. Luckily Chemists' Own Ibuprofen + Paracetamol Duo is formulated to provide temporary relief for acute pain and inflammation.

For more information, ask your pharmacist about this product. Always read the label and follow the directions for use. Incorrect use could be harmful.

Chemists' Own Ibuprofen + Paracetamol Duo \$5.45

Chemists' Own Ibuprofen + Paracetamol Duo \$5.45

Chemists' Own Ibuprofen + Paracetamol Duo \$5.45

Wellness
Be well with Woman's Day
YOUR ULTIMATE GUIDE TO BEING THE BEST YOU

STAY WELL THIS WINTER

A few healthy habits can help keep sickness at bay

STAY HOME
Remember the days when we tried to power our way through coughs and colds, leaving a trail of germs in our wake, and public transport? These days the advice is clear. If you can, stay at home. If you have to go out in public, wear a mask until your symptoms have disappeared.

COVER YOUR MOUTH & NOSE
The best way to cover a cough or sneeze is to use a tissue or paper towel and then throw it in the rubbish. If there's no tissue available, and you're in a crowded place, use your elbow.

BOOK YOUR FLU SHOT
If you haven't done it yet, now's the time to book your appointment. The annual flu vaccine is recommended for everyone over six months and is available free of charge to people with eligible health conditions, along with pregnant women, children under five, adults over 65 and

Aboriginal and Torres Strait Islander people.

DON'T RULE OUT COVID
With the global pandemic still casting a mighty shadow, it's important to remember that the common cold shares a lot of symptoms with COVID-19. Keep some rapid antigen tests on hand (some also now cover the flu), and follow the advice in your state if you test positive. The recommendations are that everyone over 65 should get a 180 COVID-19 vaccine, along with at-risk people between the ages of 18 and 64.

ASK THE EXPERTS
One simple rule can save many complications. If there are any signs that you're concerned about, consult your doctor, or call Healthdirect on 1800 022 222 to speak to a registered nurse. Always call 000 if there's an emergency.

WHAT IS RSV?
While most of us are accustomed to the cold, flu and COVID, another common virus that we should know about is respiratory syncytial virus (RSV). Although RSV symptoms are usually mild, some adults, children and babies – especially those born prematurely – will need hospital treatment.

CAN I GIVE IT?
The good news is that symptoms are usually mild and can be managed. Until then, the best way to avoid RSV is to use the same hygiene practices that we always use to avoid germs: wash your hands frequently with soap and water, avoid close contact with others, such as kissing and sharing food, and avoid contact with others, such as kissing and sharing food, and avoid contact with others, such as kissing and sharing food.

WASH YOUR HANDS!
It might seem simple, but here are some pointers people often forget:
- Get the whole family in the habit of proper hand washing.
- Use the whole palm, back of the hand, and between the fingers.
- For a more thorough scrub, remove your watch and any rings to target lingering bacteria.
- Lather up! Lather soap is better than hot soap. But don't scrub for too long. It takes about 20 seconds to wash your hands effectively. This is around the same time it takes to sing Happy Birthday or the chorus to Dolly Parton's Jolene.
- Then the regular kind.
- Turn the tap off with your elbow or a paper towel.
- This is around the same time it takes to sing Happy Birthday or the chorus to Dolly Parton's Jolene.

SOOTHE SYMPTOMS
While most of us try to avoid coughs and colds, they can strike when you least expect them. Chemists' Own Cold & Flu Relief PE is formulated to provide temporary relief for symptoms like the most common, headache and body aches and pains. Ask your pharmacist about this product.

Chemists' Own Cold & Flu Relief PE
\$4.95

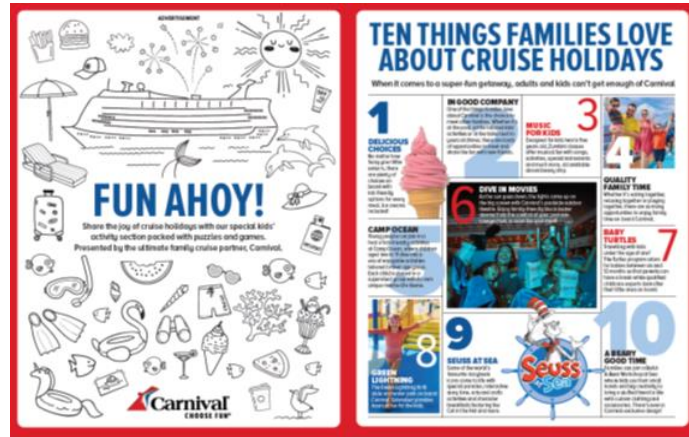
ADVERTORIAL

FEATURE
INTEGRATION

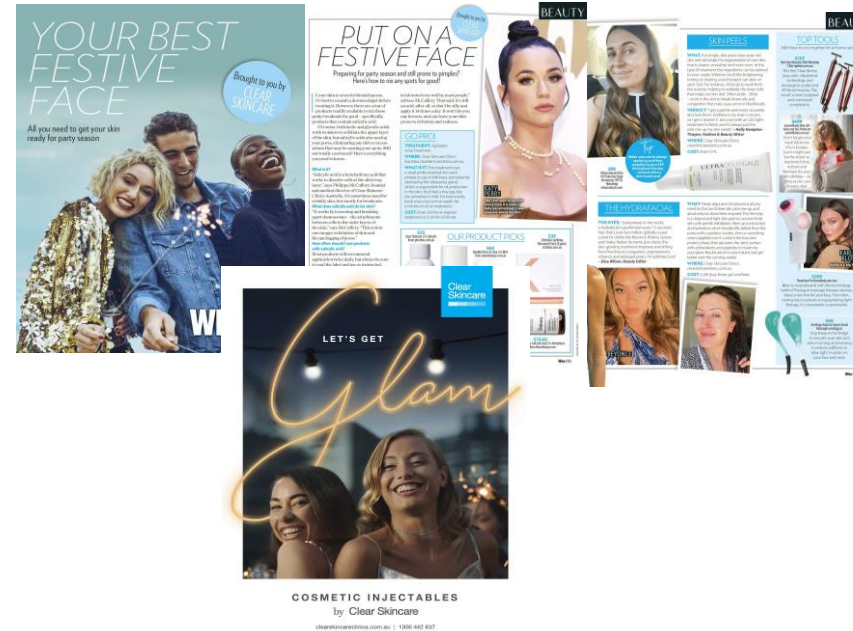
BESPOKE BRANDED
SPONSORED CONTENT

CUSTOM CONTENT

PRINT CONTENT CREATION | *Examples*



CUSTOM PUZZLES



FLIPBOOK



CUSTOM EDITORIAL MINI-MAG

CUSTOM CONTENT

Editorial Calendar 2025

Box Office Blockbusters What to Watch Red Carpet Season Summer fashion capsule Your 2025 Guide to saving Home décor special		3 Ways to Wear School Holiday Guide Easter Entertaining Beauty Dupes Affordable corporate wear Holiday Parks Guide		Mother's Day Beauty Tried & Tested Beauty Dupes Autumn tones Desserts Special Colour match fashion Bali Spotlight		Winter Health Guide Box Office Blockbusters Skin hydration special Shimmer in silver Super Foods Holiday at home		Beauty Dupes Father's Day Lifestyle special Double denim Fashion Flip book – Ultimate 'How to' Sleek hair hacks		Summer of Streaming Christmas Gift Guides Easy makeup looks Fast dinners Spotlight On Queensland	
JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Back to School Sun Safe Special Magazine Millionaire (digital extension available) The new neon 3 Ways with (fashion) Island Escapes		Reality TV Season Celebrity Hot Spots New neutrals Dinner under \$20 Healthy swaps Food in a flash Spotlight On Vitamin C Easter Craft		Winter Wellness School Holiday Guide Winter Style Cosy Casseroles Winter fragrance guide Pride Month		Post-Logies coverage Best Reads Travel Tips Individual desserts Texture Special Winter style Leather must-haves Fathers Day Gift Guide Summer Holiday Guide		Declutter Special Spotlight On Blush (fashion) Halloween treats Streaming special Mental health awareness		Beach Bag essentials Beach reads Party dresses Pop of colour Boxing Day Blockbuster Sun safe special	



Where connection ignites intention